

Q  
**A**NSWERS

THAT

**SELL** Q

Q  
1964 PONTIAC

NEW  
PRODUCT

FACTS Q

Revised Aug. 30, 1963

## KNOW YOUR PRODUCT

A good sales presentation requires a thorough knowledge of the product - quick, accurate, confident answers to any questions the prospect may ask.

This booklet, in simple question and answer form, contains the majority of new sales information about the 1964 Pontiac line you will need. Of course, certain details such as available trims, etc., can be taken from the appropriate manuals.

Review this booklet until you have all the information well committed to memory. But keep it handy as a "quick reference", if you do need to look up an answer.

NOTE: All answers to questions used in the 1964 Product Review and Drive Meeting Quiz will be found in this booklet and in your 1964 Selling Facts Folder.

**Each question in this booklet refers to the Pontiac series indicated at the top of each page.**

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## **ENGINEERING**

1. What is the most important engineering story for 1964?

The '64 Pontiac, in all series, is the quietest, smoothest-riding car Pontiac has ever produced.

2. What is new about the frame?

A heavier gauge steel is used in the frame between the wheels, minimizing any shaking. It also gives improved durability.

3. What type body mounts are used?

Body mounts are a soft type of butyl rubber so that ride will be easier and less noise and vibration will be transmitted to the passenger compartment.

4. How have shock absorbers been changed?

They have been tuned to the new stronger frame and body mount combination.

5. What's new about the universal joints?

Universal joints are perfectly balanced - and they'll keep the prop shaft centered and vibration-free even after extended usage.

6. How does the new flexible coupling steering shaft contribute to smooth, quiet ride?

It better isolates road shock and vibration.

7. How do new speedometer cables contribute to ride quietness?

Cables now have a plastic liner to prevent any transmission of noise.

8. How have electric seat adjusters been improved?

By using screw jacks instead of levers and linkages.

9. How have sunshade pivots been improved?

By adding a nylon sleeve to improve the retention of adjustment.



## ENGINEERING (Cont'd.)

10. How many transmissions are available?

Five: 3-speed Synchromesh; heavy-duty 3-speed synchromesh; 4-speed synchromesh; Roto Hydra-Matic and the Super Hydra-Matic.

11. How have ball joints been improved?

Ball joints lined with phenolic teflon and improved construction are prelubricated to give many thousands of miles with no problems.

12. What advantage does the new hermetically-sealed brake master cylinder offer?

It prevents dirt or water contamination of the hydraulic brake fluid.

13. Which lamp bulbs have been upgraded for much longer life?

Bulbs in stop and tail lamps, low-beam headlamps, and all instrument panel lamps.

14. What new electrical design affords better serviceability?

The three-piece main wire harness.

15. What is the lubrication interval under normal driving conditions?

30,000 miles, or yearly, whichever occurs first.

16. What is the oil-change interval, under normal driving conditions?

6,000 miles, or 60 days, whichever occurs first.

17. How has improved hot and cold weather starting been achieved?

Carburetors have improved sealing and resistance to flooding through the use of viton needle tips on the two-barrel and viton needle seats on the four-barrel carburetor.

## ENGINES

1. What is the displacement of the standard engine?  
389 cubic inches.

What are the horsepower, compression ratio and carburetor of the following engines.

2. . . . the standard engine for the Catalina and Star Chief Series?  
215 horsepower; 8.6:1 compression ratio, two-barrel carburetor.
3. . . . the standard engine with Hydra-Matic for the Catalina Series?  
267 horsepower; 10.5:1 compression ratio; two-barrel carburetor.
4. . . . the standard engine with Hydra-Matic for the Grand Prix Series?  
303 horsepower; 10.5:1 compression ratio; four-barrel carburetor.
5. . . . the standard engine with Hydra-Matic for the Star Chief Series?  
283 horsepower; 10.5:1 compression ratio; two-barrel carburetor.
6. . . . the standard engine with Hydra-Matic for the Bonneville and Grand Prix?  
303 horsepower; 10.5:1 compression ratio; four-barrel carburetor. This engine is also available at extra cost on the Catalina and Star Chief Series.
7. . . . the engine that is an extra-cost option with either heavy-duty, three-speed synchromesh, four-speed synchromesh or Hydra-Matic on all series?  
421 cubic inch; 350 horsepower; 10.75:1 compression ratio; three two-barrel carburetors.
8. . . . the no-cost optional economy engine with extra-cost Hydra-Matic for all series?  
389 cubic inch; 230 horsepower; 8.6:1 compression ratio; two-barrel carburetor.
9. . . . the two engines that are extra-cost options with either heavy-duty three-speed Synchromesh, four-speed Synchromesh or Hydra-Matic in all series?  
421 cubic inch; 320 horsepower; 10.5:1 compression ratio; four-barrel carburetor. 421 HO is a 421 cubic inch engine of 370 horsepower; 10.75:1 compression ratio; three-two barrel carburetor.

## **EXTERIOR STYLING**

1. Pontiac's exclusive wide track is how wide for '64?  
Front tread is 63 inches. Wide track rear tread is 64 inches.
2. What's new on the Front End?  
All new sheet metal with split grille identification and wrap-around bumpers are designed to provide a more massive look with continued Pontiac distinctiveness.
3. What's new on the Rear End?  
New generous tail lamps take the shape of the body for increased lighted area on stop . . . two-bulb tail lamp on Catalina and Star Chief, three-bulb on the Bonneville. Grand Prix tail lamps are at the ends of the applique in the rear end panel.
4. What is the over-all length of the 1964 Catalina and Grand Prix?  
213.0 inches, slightly longer than in 1963.
5. What is the over-all length of the 1964 Star Chief and Bonneville Series?  
220.0 inches, slightly longer than in 1963.
6. What is the over-all width of these series?  
79.2 inches, slightly wider than in 1963.
7. What are the wheelbases of these series?  
Catalina and Grand Prix are 120.0 inches; the Star Chief and Bonneville Series are 123.0 inches; all Safaris, 119 inches.
8. How many two-tone combinations are available for the 1964 Pontiac?  
There are 46 two-tone combinations.
9. How many, and what are the top colors for the Catalina and Bonneville convertibles?  
Six: ivory white, black, light blue, aqua, beige and red.



## BODY

1. What body improvements contribute to a quieter ride?
  - a. Improved quality of insulation
  - b. Relocation of insulation to do a better job
  - c. Increased use of insulation
2. How does the new molded fiber glass hood pad used on all models except the Catalina Synchronesh, increase ride quietness?

The pad fits the curve of the hood and gets in cavity areas where air used to rush around.
3. What new insulation will be standard on the Catalina series?

Complete insulation in all areas of the instrument panel and shroud.
4. What new insulation is used on Catalina and Bonneville convertible tops?

Thick blanket insulators are used on the front portion of the top and also sewn with the fabric that encloses the top storage area at the rear of the rear seat.
5. How has "wind-whistle" been lessened?

By lengthening seals around the vent windows.
6. What advantages do redesigned lip seals on windows offer?

The new rubber seals, used in place of the mohair type, keep dust from being drawn into the car; they prevent most water from getting down into the door panels - and they help keep wind noise to a minimum.
7. How many, and what are the body styles available in the 1964 Catalina series?

Seven body styles - four-door Sedan, two-door Sedan, four-door Vista, Sports Coupe, Convertible, 6-passenger Safari, and 9-passenger Safari.
8. How many, and what are the body styles available in the 1964 Star Chief Series?

Two Body Styles - four-door Sedan and four-door Vista.
9. How many, and what are the body styles available in the 1964 Bonneville Series?

Four body styles - four-door Vista, Sports Coupe, convertible and Custom Safari.
10. How many, and what are the body styles available in the 1964 Grand Prix Series?

One body style - the Sports Coupe.
11. What change has been made in wheels?

All discs have been redesigned for new appeal.

## **INTERIOR STYLING**

1. What is the most obvious interior styling change?

The instrument panel - trim, name and finish plates - has been restyled for better visibility, comfort of operation and safety (controls recessed).

2. Why are kick pads all plastic?

They give greater durability and are easier to keep clean and have better appearance.

3. What advantage does the new fork-type lock in the door latch offer?

It gives greater safety.

4. Door-to-door, loop-pile, nylon carpeting is used on which Pontiac Series?

It is used on Catalinas, Star Chief, Bonneville and Grand Prix.

5. Bucket front seats are available as an option on what models?

As an option, they are available on the Catalina Sports Coupe and Convertible, the Bonneville Sports Coupe, and the Bonneville convertible.

6. Front bucket seats are standard on what model?

They are standard on the Grand Prix.

7. Cordova top option is available on what models?

It is available in ivory or black on all Sports Coupes and Vistas.

8. What new equipment is standard on all Catalinas?

A solid plastic steering wheel, newly styled and decorated.

9. How has jeweltone Morrokide been improved?

It has been increased in weight to provide luxury appearance and feel.



**INTERIOR STYLING (Cont'd.)**

10. How many standard interiors are available for the '64 Catalina Convertible?

Five, one more than in '63.

11. How have Custom Ventura interiors in the Catalina been upgraded?

Custom Ventura interiors have all new styling, plus quality improvements. Door trim is distinctive and trim involves more generous usage of genuine pleats in insert panels.

12. What model offers genuine leather as a feature.

The Bonneville Convertible.

13. What is the interior trim innovation for '64 in the Bonneville convertible?

A metallic pearl tone finish on the unplated or fine calf grain is used in all colors except black and parchment.

14. What is the Bonneville Brougham interior?

It is an ultra-special monochromatic black cloth interior with folding center arm rests for front and rear seats, offered in the Bonneville Vista only.

15. What shape are all Pontiac steering wheels for '64?

Oval.

16. Where is the console used?

It is standard on the Grand Prix, optional on all models equipped with bucket seats.

17. A tachometer on the instrument panel is standard for what consoles?

The three-speed synchromesh transmission console and the four-speed synchromesh transmission console.

18. Where is the vacuum gauge located for the automatic transmission console?

It is located on the upper part of the console.

## **ACCESSORIES**

1. What is the new "Electro-Cruise"?

It is a car speed control device to maintain speed control over a wide range of road loads and surfaces.

2. What new accessory will improve safety greatly?

The back window defogger provides rapid defogging to afford a clearer rear view.

3. What new accessory will be of particular interest to winter sports enthusiasts?

Top roof or deck lid ski racks.

4. On what models can the new light-weight removable luggage carriers be used?

They may be used on all sedan models.

## ENGINEERING

1. What's new about the Tempest, Tempest Custom and LeMans Series?

Everything from tread to top!

2. What major improvements were made for '64?

Complete new styling and a smooth quiet ride that will rival the performance of much more expensive cars.

3. How has the frame been changed for 1964?

An all new perimeter frame, comparable to the other Pontiac Series, is used. This gives better isolation of vibration and road disturbances from the passenger compartment. Further, the frame has added strength out beyond the wheels, for greater structural integrity.

4. How many thick, soft butyl rubber mounts are used to join the frame to the body?

Fourteen mounts are used to minimize any noise transmission from frame to body.

5. What is the lubrication interval for the improved ball joint front suspension?

The lubrication interval is 12,000 miles.

6. How has the front suspension been changed?

It is a new design with reduced rate of camber change for better handling and ride. Basically, it is the same as the suspension in the other Pontiac series.

7. The new four-link design rear suspension, similar to the rear suspension of other Pontiac Series, offers what advantages?

It gives better stability, handling and a smoother ride under adverse road conditions.

8. How do the new, larger capacity brakes compare with the '63 brakes?

They are larger in diameter by a full half inch, with longer and wider linings for greater safety - the lining area is increased by 38%.



## ENGINEERING (Cont'd.)

9. The hermetically-sealed master cylinder offers what advantage?

It will reduce the possibility of corrosion by excluding contamination.

10. Longer life lamp bulbs achieve their durability from what?

Lamp bulbs have a heavier filament.

11. Is the cigar lighter standard equipment?

Yes. So are front and rear arm rests, sunshades and push button door locks.

12. How does the new dome light operate?

It comes on when the front door is opened or upon turning the light switch knob.

13. How do these cars achieve quick, "sporty" handling?

They have a larger stabilizer bar, well-tuned shocks and springs, and good over-all rear suspension geometry.

14. Both the two-barrel and four-barrel carburetor have improved sealing and resistance to flooding by using what?

A viton insert is used to seal the float valve needle to the seat.

15. Larger cast brake drums are how much bigger in '64?

Larger cast finned brake drums are a full 1/2 inch larger in diameter than in '63.

16. What new engine is introduced in '64?

An all-new Pontiac-built, in-line, 6-cylinder engine is standard on these series.

17. What type valving is used?

Overhead valves with hydraulic lifters.

## ENGINEERING (Cont'd.)

18. What is the displacement?

215 cubic inches.

19. Why is this engine superior to the '63 4-cylinder engine?

It is inherently better balanced, giving vibration-free, quiet performance. It is also better balanced than a V-6.

20. How does the weight compare with last year's 4-cylinder engine.

It is lighter by 30 pounds.

21. How has the V-8 engine been changed?

The engine has had over-all refinements to give lighter weight, improved efficiency and more rigidity.

22. Where are the new three-speed synchromesh and four-speed synchromesh transmissions mounted?

Both transmissions are front-mounted.

23. What type of all-new automatic transmission is available?

It is a vacuum - electric controlled, torque converter, fully-hydraulic automatic transmission.

24. How is the automatic transmission cooled?

For the six, it is air-cooled. For the V-8, it is water-cooled.

25. Does the series still have wide track?

Yes - and the front tread has been increased .7 inch - from 57.3 to 58 inches - for improved stability and handling. Rear tread is also 58 inches.

## ENGINES

1. What is the displacement of the brand-new, 6-cylinder engine?

215 cubic inches.

2. What is the displacement of the completely refined V-8 optional engine?

326 cubic inches.

3. How many engines are available in these series (excluding the GTO option)?

Three - one 6-cylinder engine, and two V-8 engines.

What are the horsepower, compression ratio and carburetor for the following engines available with 3 or 4-speed synchromesh and automatic transmission?

4. . . . the standard, 6-cylinder, regular fuel engine?

140 horsepower; 8.6:1; 1-barrel carburetor.

5. . . . the optional regular fuel V-8 engine?

250 horsepower; 8.6:1; 2-barrel carburetor.

6. . . . the optional premium fuel V-8 engine?

280 horsepower; 10.5:1, 4-barrel carburetor.

7. The GTO option is available on what series?

The LeMans series only.

8. What engine is used with the GTO option?

389 cu. in. V-8, 325 h.p.; 10.75:1 with 4-barrel carburetor, 348 h.p. with three two-barrel carburetors.



## EXTERIOR STYLING

1. What is the over-all length?

203 inches, as compared to 194.3 inches in '63. In other words these new series are 8.7 inches longer.

2. What is the wheelbase?

115 inches, 3 inches longer than in '63.

3. What's new on the front end?

The front end features a distinctive split grille to carry out the Pontiac identification. The new wrap-around, wide wide-face bumper carries out the "large appearance" theme.

4. How does the rear end carry out the "large appearance" theme?

There is a full wrap-around bumper and "larger look" quarter panels.

5. How many "bake-sand-bake" paint finishes are available in '64?

Fifteen colors are offered in single or two-tone combinations.

6. What advantage does the "swept-floor" design offer?

It allows ease of entry and exit, plus maximum chair height and seating comfort.

## BODY

1. What advantages are offered by the new larger-sized body?  
The new body gives roomier interiors - increased hip, shoulder, head and leg room.
2. The curved side glass gives what advantages?  
It gives more shoulder and hip room.
3. In addition to appearance, what other advantages does the wrap-around bumper offer.  
It provides increased safety and protection.
4. What is the total truck volume for 1964?  
Increased to 30.1 cu. ft. on sedans and 32.1 cu. ft. on sports coupes and convertibles.
5. How has the station wagon tail gate been changed?  
It has a roll-down window, and the door drops level with the floor.
6. The new heater offers what advantages?  
The all-new air mix, similar to the rest of the Pontiac Series, gives quieter, increased air flow with improved temperature control.
7. How has body insulation been treated?  
Body insulation is similar to all other Pontiac series, including the new fully molded hood pad and insulation in areas of instrument panel, shroud, dash, etc. The insulation virtually insures that no objectionable noises will enter the larger interior of the car body.
8. How many, and what are the body styles available in the Tempest Series?  
Three body styles - a four-door sedan, a sports coupe and a Safari.
9. How many, and what are the body styles available in the Tempest Custom Series?  
Four body styles - a four door sedan, a sports coupe, a Safari, and a convertible.
10. How many, and what are the body styles available in the LeMans Series?  
Two body styles - a sports coupe and a convertible.

## **INTERIOR STYLING**

1. How many interior color choices are offered in the Tempest Sedan and Sports Coupe?

Four - blue, aqua, saddle and red.

2. How has the Tempest interior been upgraded?

Fabric quality, styling and design is considerably higher in quality than in many more expensive cars.

3. How many interior color choices are offered in the Tempest Custom Series?

With the exception of the convertible there are four: blue, aqua, saddle and red. The convertible has three: blue, aqua and red.

4. How many interior color choices are offered in the LeMans Series?

Six - saddle, aqua, black, dark blue, bright red, and parchment.

5. Bucket seats are used on which LeMans models?

Bucket seats are standard on both models.



## ACCESSORIES

1. What new convenience accessory helps Tempest owners raise and lower windows?

Power operated window lifts provide quick, easy, automatic control of all vertically moving windows from a single compact control at the driver's position or at individual controls at each of the doors.

2. What new accessory gives added listening enjoyment for the radio?

Rear seat speaker.

3. How does the new custom air conditioner increase driver comfort?

There is greater air flow, with 5 outlets instead of 3. Noise level during operation is also considerably reduced.

4. What is another new driver comfort item?

A tilt-wheel steering wheel gives a selection of seven different vertical positions for easier entrance and exit and adjusts to suit the individual driver's preference.

5. What are some other new accessories?

A full length instrument panel pad; factory-installed luggage compartment lamp; dual exhausts (available with V-326 engine except the V-326 high output engine).

6. Is the new back-window defogger dealer installed?

It is dealer installed only.

7. What two new removable convenience accessories are available.

A ski rack - either roof or deck lid mount - and a luggage carrier for sedan models.

8. When is the console available?

The console is available with transmissions having floor-mounted shift control only for 3-speed, 4-speed or automatic transmissions.

# **USE THESE FACTS and FIGURES . . .**

to make your sales presentation a natural step towards a test drive for your prospects.

The new Pontiac line for 1964, from Tempest to Grand Prix, is the smoothest, quietest line-up of cars Pontiac has ever offered.

